

# The SNMAA Sustainability Workshops Series 2024

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## Abstract

*The Sustainability Workshops Series of the Summit on New Media Art Archiving (SNMAA) consists of the output-oriented workshops that will focus on 2024 priority fields: Summit as a hybrid event, streaming of the Summit, Media visibility and Funding. The goal of the initiative is to enhance self-organisation, improve management of the scarce resources and cooperation between the SNMAA partners.*

## Keywords

SNMAA, sustainability, self-organisation, funding, streaming, hybrid organisation

## Introduction

Following the success of the workshop and panel “Summit on New Media Art Archiving: Strategic Planning for the Future”—held on the occasion of the 3rd SNMAA in Paris, ISEA2023—a need arose to set up *The Sustainability Workshops Series* as a permanent segment of the Summit programme. Its primary tasks will be to manage scarce resources and build good working conditions in order to provide necessities for SNMAA continual existence. The challenges faced will be the starting point of the problem-solving process, which can be furthered during the specialised events—“in-between Summits gatherings.”

## The Assignments of The Workshops

The work process will be performed by the specialised task forces (TF) assembled by the SNMAA partners. The output-oriented workshops will be organised on the following topics:

1. **Summit as a hybrid event.** TF's main task will be to develop proposals for the hybrid model of SNMAA due to the difficulty to raise funds for intercontinental travelling. Output: draft of the hybrid SNMAA model.

2. **Streaming.** TF will work on setting up a streaming/recording infrastructure for the 4<sup>th</sup> SNMAA. Output: event archiving (traditional and VR)
3. **Media visibility.** TF will create media tools needed for the information transmission and raising of public attention. Output: domain name, visual ID, web site, and information channels chart—information flow and social media hub.
4. **Funding.** TF will identify available resources in the environment, e.g. international and national public funding, EU funding, donations, sponsorships, partnership and in-kind support. Output: survey of the resources for the cooperation between new media art archives 2024/26.

## Presentation format of the outcomes

The outcomes of the workshops will be presented in the form of the panel organised at the end of Summit. Each TF will be given 5-7 min to present outputs, problem faced, conclusions and plans for the future developments. The panel will be summed up by the moderated discussion.

## Timetable and Milestones

Workshop 1 • March - June 2024 • Formation of the Task Forces, Workshop progress reports (IPC meetings), Presentation & Panel at the 4<sup>th</sup> SNMAA Brisbane 2024  
Workshop 2 • September - December 2024 • Implementation of findings and preparation for the 5<sup>th</sup> SNMAA Seoul 2025

## Acknowledgements

Workshop participants: Wim van der Plas, Terry Wong, Bonnie Mitchell, Byeongwon Ha, Violeta Vojvodic Balaz  
Coordinator: Violeta Vojvodic Balaz  
Advisor: Oliver Grau



© 3rd SNMAA Paris. Workshop and Panel “Summit on New Media Art Archiving: Strategic Planning for the Future.” Moderator: Oliver Grau. Panellists: Byeongwon Ha, Wim van der Plas, Terry Wong, Bonnie Mitchell, Janice T. Searleman and Violeta Vojvodic Balaz (coordinator).

## Panellists Biographies

Violeta Vojvodic Balaz (MEMODUCT Group), a media artist and researcher. Violeta holds a PhD from the Faculty of Fine Art (Belgrade). She received a European Diploma in Cultural Management (Brussels), her research was focused on strategic planning, virtuality and cybernetics. Together with Eduard Balaz she founded Urtica, art and media research group (Novi Sad, 1999-2012). She was one of the co-founders of Center\_kuda.org in Novi Sad (2001). In 2020, she founded web-based research initiative MEMODUCT posthuman.archive. She participated at numerous international festivals and exhibitions, and was awarded the UNESCO Digital Arts Award at IAMAS Japan (2003).

Wim van der Plas (ISEA archives), a co-founder of ISEA. Wim studied Social & Cultural Sciences at the Erasmus University Rotterdam. He was director of the Foundation of Creative Computer Applications (Rotterdam) and the National Institute for Computer Animation (Groningen). He worked for the Utrecht Art School, the Minerva Academy and the Utrecht University of Applied Sciences. He is ISEA Symposium archivist and Honorary Chair of the ISEA International Advisory Committee. He received a Leonardo Pioneer Award in 2018.

Terry Wong (ISEA archives), Terry C. W. Wong is an archivist and co-organizer for the ISEA Archives. He has a bachelor's

degree from the Applied Science Department of the University of British Columbia and a master's degree in fine art from the Chinese University of Hong Kong. Currently, he is working on his graduate research study on connecting new media art archiving worldwide in the School of Interactive Arts and Technology at Simon Fraser University. Terry has been involved with the New Media Art Archiving Summit since 2017. He is currently a member of the organizing committee for the Summit and co-directing the third Summit on New Media Art Archiving at ISEA2023 Paris with Wim van der Plas. Before working in new media art archiving, he was also an engineer, artist, and member of the ISEA2016 organizing team.

Bonnie Mitchell (ISEA archives and SIGGRAPH archive), a digital artist, animator, archivist as well as a professor of Digital Arts at Bowling Green State University (Ohio). Her creative work includes interactive installation art, environmental data visualisation art, experimental visual music animation, net-art, and new media art archive development. Mitchell is the co-director of the SIGGRAPH History and ISEA Archives, a committee member of the ISEA and the ACM SIGGRAPH History and Digital Arts. She is the SIGGRAPH 2023 History Chair in charge of the 50th conference celebration.

Byeongwon Ha (University of South Carolina), an assistant professor in Media Arts in the School of Visual Art and Design at the University of South Carolina (Columbia). As a new media artist, he has been taking part in international conferences and festivals art such as CHI, SIGGRAPH Asia, ISEA, and ARTECH since 2012. His research traces a transition from analog media, including film, architecture, and video, to new media. Dr. Ha has published articles as an author in Leonardo Music Journal (MIT Press) and as a coauthor in Leonardo (MIT Press).

Prof. Dr. habil. Oliver Grau, MAE, Founder and Director of the Archive of Digital Art (ADA), Head of the Society for the Histories of Media Art, Science and Technology (S-MAST). Author of *Virtual Art: From Illusion to Immersion* (MIT-Press), international most quoted Art History Book since the year 2000, several books and numerous articles, he is translated in 15 languages. Founder of ADA in 1999, the ongoing Media Art Histories World Conference Series in 2004 and developer of several university master programs, 350 lectures in 60 countries. He served for more than 20 years as Professor at int. universities, has received a number of awards. In 2015 he was elected into the Academia Europaea, in 2019 he received the Science Award of Lower Austria and 2023 a distinguished fellowship at Hong Kong Baptist University.

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 SNMAA Partners: ISEA Symposium Archives, the Archive of Digital Art (ADA), the archive for the Histories of Media Art, the ZKM archives, the SIGGRAPH History Archive, the Electronic Language International Festival (FILE) archives, the MEMODUCT posthuman archive and ISEA International, and is endorsed by Ars Electronica.